

ILCC News



Newsletter of the Illinois Liquor Control Commission

Message from the Executive Director, Lisa Gardner



Happy New Year! As we embark upon a new year, we do so optimistically. While we are still dealing with the effects of Covid-19, the worst seems to be behind most of us. New and renewal license applications are on the rise, with our agency seeing the highest numbers since pre-Covid. This is a positive indicator that the economic impact of the pandemic is waning, which is great news for Illinois businesses and families.

The Illinois Liquor Control Commission (ILCC) remains committed to being a resource to both new and established businesses alike. Information is power so answers to commonly asked questions can be found in this newsletter, on our website, on our social media pages as well as on our new podcast. We encourage all our licensees to check out whichever medium they are most comfortable with to ensure they have the tools and knowledge necessary to remain compliant.

As we close out the 4th Quarter and welcome the New Year, another familiar threat appears, Old Man Winter. In addition to freezing temperatures and snow, winter brings with it short, gloomy days and the “winter blues” also known as seasonal affective disorder (SAD). SAD is a type of depression caused by winter’s arrival. Symptoms specific to SAD include having low energy and feeling sluggish, changes in your sleep patterns, appetite changes and weight gain. Depression can lead to overconsumption of alcohol, which leads to impaired judgment, drunk driving, alcohol poisoning and other alcohol-related bodily harm. Being aware of the problem is half the battle. The other half is treatment which includes staying engaged in the world, even if it means putting on a heavy coat and snow boots. I encourage everyone to get out and enjoy all the happenings in the vibrant state we live in, while supporting our local businesses.

As we move into 2023, I encourage everyone to remain optimistic while we wait for the brighter days, which will come. Remember that life is a journey, not a destination. We must all take the time to pause and enjoy the moments which make up our lives.

Lisa Gardner
Executive Director

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Illinois Liquor Control Commission

Cheers for Peers: Esperanza Guevara



We are pleased to announce our 4th Quarter 2022 Cheers from Peers Award winner. ILCC created this program to recognize the ILCC employees that go above and beyond. Esperanza Guevara has been with the state for 23 years, 19 years with ILCC. Ms. Guevara's coworkers had a lot of nice things to say about her. One of her coworkers stated, "Esperanza Guevara is always planning and always thinking ahead in anticipation that we may receive a high volume of applications that we will need to review timely. She is very helpful in assisting our bi-lingual applicants as well.

Esperanza Guevara is fluent in Spanish, and she utilizes her bi-lingual language skills to assist our applicants whenever needed." We want to congratulate her!

GET TO KNOW ME!

1. How long have you been employed with State Government? **23 years**
2. What is your top career accomplishment? **My major accomplishment is learning to work by myself and helping others obtain their liquor licenses for their business**
3. What's your favorite TV show to binge watch? **I love to see rerun shows on TV like Will and Grace among others.**
4. What are your favorite hobbies? **Listening to music, dancing and especially singing.**
5. Do you have a bucket list? **What's on it? To retire and move to my country and have a house by the beach.**
6. What is your favorite game to play? **I like to play poker.**
7. What is your favorite way to spend your free time? **Spend time with my family and friends.**
8. What advice would you give to yourself at the beginning of your career? **Always do your best. Don't give up even if the road gets rough.**
9. What type of music do you like? **I love Salsa and Jazz.**
10. Who is your favorite artist? **My favorite artist is Luis Miguel, a Spanish singer.**
11. Do you have any unique family traditions? **We have quite a few but the best is the Day of the Dead. We make an altar for our loved ones that have passed. We get very creative, especially my grandchildren.**
12. What's the last movie you watched? **Stepmom**
13. If you could only eat one meal for the rest of your life, what would it be? **Tacos**
14. If you could meet anyone, dead or alive, who would it be? Why? **I wish I could meet Luis Miguel. He is my idol, and I would love to sing a song with him since I know all of his songs. He is one of the most popular singers in my country.**
15. If you could instantly acquire one talent or ability, what would it be and why? **I wish I had the ability to sing and act. I always wanted to be a professional singer or actress.**

ILCC News

Article suggestions are welcome!

The ILCC welcomes your input to enhance the ILCC News. If you have a suggestion for an article or topic or have a helpful hint to share with other licensees, please email LCC.industryreduction@illinois.gov.

ILCC News is published by the Illinois Liquor Control Commission for state liquor licensees, local government officials, industry associations, and related government agencies.


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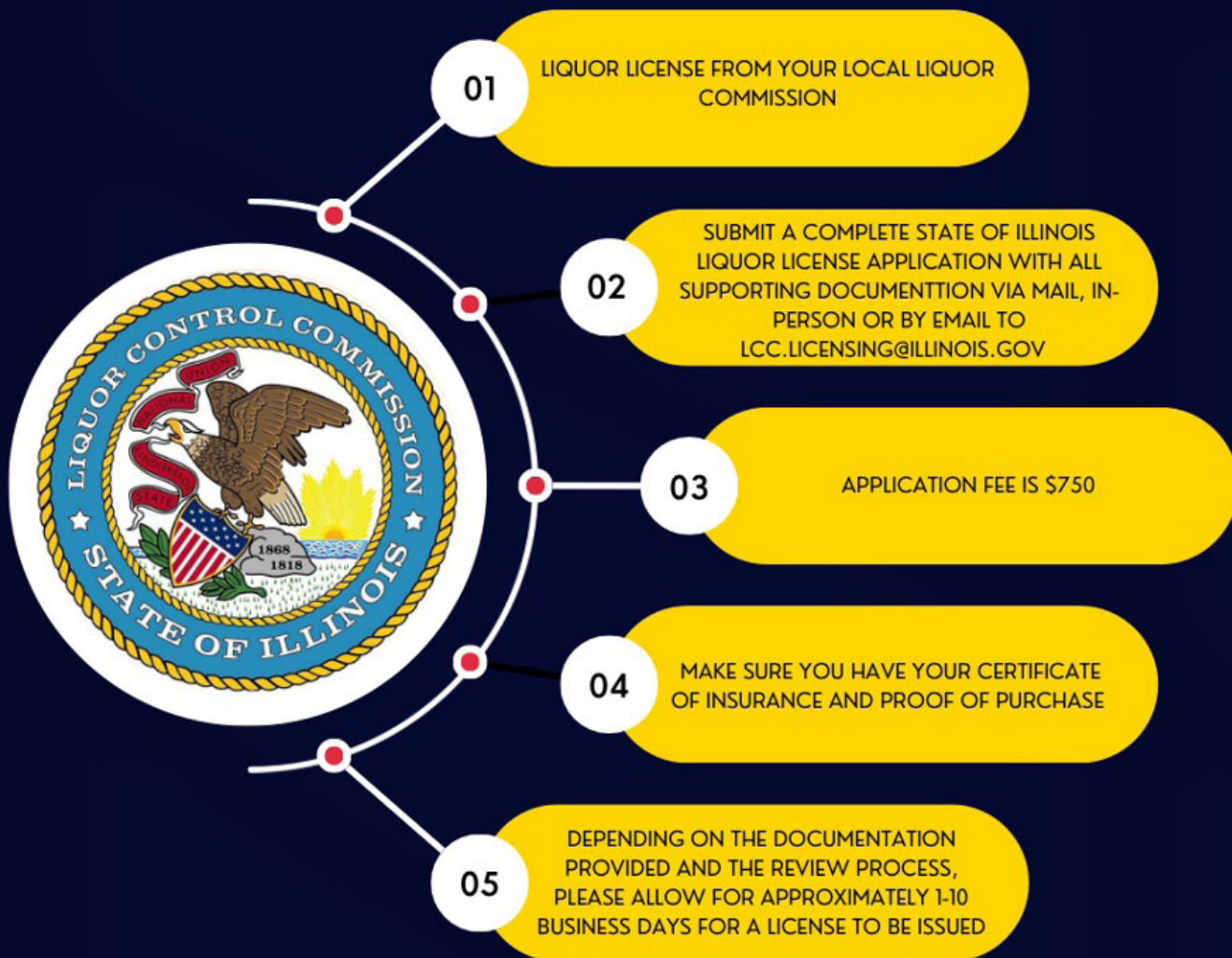
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WHAT DO YOU NEED TO OBTAIN A STATE LIQUOR LICENSE?



WWW2.ILLINOIS.GOV/ILCC

The ILCC has noticed an uptick in misleading advertising by licensees. Administrative Rule 100.50(b)(4) states as follows: "Such advertisements shall not contain any material which is false or untrue in any respect." This rule prohibits any licensee from posting or displaying any advertising which is false or untrue.

This rule is rather expansive, however, we have seen some offenses in the marketplace which are obvious and egregious. For example, the ILCC discovered a brewer marketing its beer as a cure for COVID-19. This is obviously untrue. Advertising products which are not available in the store is also not acceptable.

One of the most common violations is bait and switch advertising. For example, a licensee may have a sign in the window or on the shelf which indicates the price, but the price is recorded on the point-of-sale system as a different amount. This is prohibited advertising. Although, at times, is that at times, the price of the product may be decreased due to a promotional period discount. Once the promotional discount period ends, the register system will automatically revert to the pre-promotion price and all promotional signage needs to be removed before the price reverts to the pre-promotion price.



Another issue that we have encountered is that from time to time, the price of a product may change and there may be a delay until new signs with the new prices arrive. The old signs need to be removed prior to the change in price or the price should not be changed until the new signs or shelf tags arrive and are posted. This is especially important when a third-party (a distributor or an advertising agency) is providing the signs and shelf-tags. The fact that a third-party did not put up the new signs or shelf-tags is not a defense to a false or misleading advertising violation. Additionally, the fact that the price discrepancy is brought to the licensee's attention and the price is thereafter adjusted accordingly is not a defense either.



The world is constantly changing so companies must adapt and innovate. The alcohol industry continues to do its best to be innovative in an already competitive marketplace. In recent years, the latest trend of soft drink manufacturers fusing their soft drinks with alcohol and classifying it as “Hard” or “Spiked” is just one of the ways the industry is changing. The alcohol industry has found a niche within the industry and the products are spreading rapidly throughout the consumer marketplace. According to the CDC, alcohol is the most widely used drug by American youth. More than 3,900 underage youth die every year. When it comes to Illinois, we are some of the hardest working people in the Midwest we collectively value protecting our children. The grocery store is one of those places that is frequented often, and parents are always trying to be health conscious while balancing giving their children some of the simple pleasures that they enjoy. In any Illinois store you can find children asking for candy, pop, cookies, or chips. Parents must now balance health, enjoyment, and safety to make sure they are purchasing child friendly beverages and not ‘Hard’ or ‘Spiked’. As a community, we want to believe that retailers are mindful of product placement and will continue to hold them to a high standard as the community continues to advocate for the safety of our underage youth.



IT MAY LOOK LIKE POP OR SODA BUT IT IS DEFINITELY ALCOHOL.



Illinois has a new product in the stores. It looks familiar but has a twist. Parents must be aware of drinks that have the word “Hard” on the label.

WHAT YOU NEED TO KNOW:

This is alcohol	01
You must be 21 to purchase or drink alcohol	02
It can be mistaken for soda/pop	03
Always check the label before purchasing	04

You can report concerning store displays or product placement by contacting ILCC.enforcement@illinois.gov

ALCOHOL BY VOLUME (ABV)

Products currently sold in Illinois

5% ABV



5% ABV



4.2% ABV



3.75% ABV



5% ABV



5% ABV



5% ABV



5% ABV







Across the state, thefts of alcohol are on the rise. Whether from grocery stores, liquor stores, gas stations, or convenience stores, retailers are feeling the impact. These thefts are often coordinated with groups of individuals entering a store and loading up grocery bags, carts, etc. with alcohol and walking out without paying or passing a cashier. The offenders often wear masks or wigs to avoid video identification. In many instances, the alcohol being stolen is intended for resale to other retailers or on the secondary market (i.e., Facebook, Craigslist, or OfferUp).

The offenders will often target multiple locations in a single day. Some groups will target stores in the same general area, while others will spread out their targets. One commonality that has been reported is that offenders often target locations that have higher value alcohol on the shelves, rather than locked up.

You can take a few steps to safeguard your business and your employees. A good practice is for retailers to keep any higher value alcohol (i.e., top shelf tequila, cognac, and vodka) off the sales floor. A common practice is to place placards representing the alcohol on the shelf with

instructions to see a store employee for the product. That product is then given to the customer after it has been paid for.

Another recommendation is to create a notification system to inform other retailers in the area, because some offenders will also target multiple locations in a single day. Retailers should coordinate a means of communication with each other using social media and text groups or email alerts. These methods can be useful when notifying other retailers of theft in the area. Information sharing can potentially give other retailers a chance to be on the lookout for suspicious individuals. Even an extra five-minute lead time can make all the difference for police that are responding to a 911 call.

If you encounter an individual attempting to sell alcohol that you suspect may be stolen, please call 911 to report it. You may also report any attempted stolen liquor sales to the Illinois Liquor Control Commission at LCC.Enforcement@Illinois.gov. Additionally, you may report any secondary market sales you believe to be stolen product to that same email address.

Depression is a mood disorder that plagues many Americans. One of the most popular coping mechanisms to deal with depression is alcohol use. Consuming alcohol while depressed can lead to further depression, binge drinking, and possible addiction to alcohol. Excessive alcohol consumption can take effect on the brain and cause sadness. The regions of the brain that are affected are the amygdala, hippocampus, and dorsomedial thalamus, all of which influence emotions. The first part of the brain affected is the frontal lobe where judgement and decision making occurs. The depressed person's judgement will be skewed to drink more while not considering the consequences. The intent of getting intoxicated, to "drown out sorrows" unfortunately leads to further depression. Alcohol and depression coexist within a person who is depressed to disassociate themselves from their problems or current circumstances. A person who is depressed may drink alcohol either alone in the privacy of their homes, or at a bar with other people around.

Depression can lead to increased alcohol consumption to the point where the Blood Alcohol Concentration (BAC) can reach alarming levels between 0.25 – 0.39. This can result in alcohol poisoning or alcohol-related bodily harm. A lethal level of 0.4 can lead to a coma or death.

A depressed bar patron will more than likely have the intention to get impaired to the point where they will forget their problems. This places a server or bartender in an uncomfortable dilemma when they want more alcohol service while intoxicated. At this point, it is the servers' or bartenders' duty, by law, to discontinue service of alcohol. The person serving the alcohol is required to utilize their skills taught in Beverage Alcohol Sellers and Servers Education and Training (BASSET) when it comes to intervening further service and preventing alcohol-related harm to the customer.



LIVE WEBINAR

BASSET TRAINER WEBINAR

Hosted by Lee Roupas
Q&A Format
Submit questions by 1/23/23 to LCC.BASSET@illinois.gov



**TUESDAY
JANUARY 24, 2023
1-3PM**

REGISTER TODAY



ILCC INDUSTRY SPOTLIGHT

In 2023

The ILCC will be highlighting Industry Stakeholders & Licensees.




Details Coming Soon

LICENSING WEBINAR

Submit questions by 2/24/23 to LCC.Licensing@illinois.gov

Q&A format



**MARCH
8/2023
1-3PM**

**HOST
DUSANKA MARIJAN**

REGISTER TODAY



 **REGISTER TODAY**
WWW2.ILLINOIS.GOV/ILCC

HOSTED BY
THE ILLINOIS LIQUOR CONTROL COMMISSION

STATE OF THE INDUSTRY WEBINAR

MARCH 30, 2023




SUBMIT TOPICS & QUESTIONS TO
LCC.INDUSTRYEDUCATION@ILLINOIS.GOV
BY MARCH 10, 2023

OPEN FORUM FOR MANUFACTURERS, DISTRIBUTORS,
DISTILLERS, RETAILERS, WINE & CRAFT BREWERS

REGISTER TODAY

 **EVENTBRITE**

The ILCC is committed to being more visible in the community. Whether it's a farmer's market, school function or outdoor event, we want to participate. If you have events that you would like us to be a part of, send us an email to LCC.industryeducation@illinois.gov

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